

Rep Order# 7914313 Ver# 1 Status New Traffic Order#
 EC'd Yes
 Printed: 10/19/2012 9:39 AM 1 of 3
 Last Received: 10/19/2012 9:29 AM
 Showing Buylines: All Lines

Station KSL-TV SALT LAKE CITY
 Advertiser () NRCC-NATL REPUB CONG
 Product NRCC IE 2012
 Estimate# 3420
 Buyer TRACEY ROBINSON
 Phone#
 Fax#
 Agency () NATIONAL MEDIA RESEARCH PLANNING
 815 SLATERS LANE
 ALEXANDRIA, VA 22314
 Agency C/P1/P2/E 15/426/3420
 Flight Dates 10/26/2012 - 11/06/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () WASHINGTON
 Salesperson () JAMIE ANDRUS
 Salesperson Phone# 202-872-1155
 Salesperson FAX#

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	2	M	5A-6A	KSL 5 NW TDY 1	:30	\$115.00	10/29-10/29	1	1	1	\$115.00	
	3	TU	5A-6A	KSL 5 NW TDY 1	:30	\$115.00	10/30-10/30	1	1	1	\$115.00	
	4	W	5A-6A	KSL 5 NW TDY 1	:30	\$115.00	10/31-10/31	1	1	1	\$115.00	
	5	TH	5A-6A	KSL 5 NW TDY 1	:30	\$115.00	11/01-11/01	1	1	1	\$115.00	
	8	M	8A-9A	TODAY SHW	:30	\$700.00	10/29-10/29	1	1	1	\$700.00	
	9	TU	8A-9A	TODAY SHW	:30	\$700.00	10/30-10/30	1	1	1	\$700.00	
	11	TH	8A-9A	TODAY SHW	:30	\$700.00	11/01-11/01	1	1	1	\$700.00	
	14	M	9A-10A	TODAY SHW2	:30	\$275.00	10/29-11/05	1	2	2	\$550.00	
	15	TU	9A-10A	TODAY SHW2	:30	\$275.00	10/30-11/06	1	2	2	\$550.00	
	16	W	9A-10A	TODAY SHW2	:30	\$275.00	10/31-10/31	1	1	1	\$275.00	
	17	TH	9A-10A	TODAY SHW2	:30	\$275.00	11/01-11/01	1	1	1	\$275.00	
	19	M	12P-1P	KSL 5 NWS-NOON	:30	\$330.00	10/29-11/05	1	2	2	\$660.00	
	20	TU	12P-1P	KSL 5 NWS-NOON	:30	\$330.00	10/30-11/06	1	2	2	\$660.00	

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	21	W	12P-1P	KSL 5 NWS-NOON	:30	\$330.00	10/31-10/31	1	1	1	\$330.00	
	22	TH	12P-1P	KSL 5 NWS-NOON	:30	\$330.00	11/01-11/01	1	1	1	\$330.00	
	24	M	4P-5P	KATIE COURIC	:30	\$300.00	10/29-11/05	1	2	2	\$600.00	
	25	TU	4P-5P	KATIE COURIC	:30	\$300.00	10/30-11/06	1	2	2	\$600.00	
	26	W	4P-5P	KATIE COURIC	:30	\$300.00	10/31-10/31	1	1	1	\$300.00	
	27	TH	4P-5P	KATIE COURIC	:30	\$300.00	11/01-11/01	1	1	1	\$300.00	
	29	SU	4P-430P	SUN 4P NEWS	:30	\$225.00	10/28-11/04	1	2	2	\$450.00	
	34	M	1035P-1137P	TONITE SHW-NBC	:30	\$800.00	10/29-11/05	1	2	2	\$1,600.00	
	35	TU	1035P-1137P	TONITE SHW-NBC	:30	\$800.00	10/30-11/06	2	2	4	\$3,200.00	
	36	W	1035P-1137P	TONITE SHW-NBC	:30	\$800.00	10/31-10/31	1	1	1	\$800.00	
	37	TH	1035P-1137P	TONITE SHW-NBC	:30	\$800.00	11/01-11/01	2	1	2	\$1,600.00	
	39	M-TH	1035P-1135P	LENO	:30	\$800.00	10/29-11/01	2	1	2	\$1,600.00	
	40	M-TH	630P-7P	NEWS	:30	\$900.00	10/29-11/01	4	1	4	\$3,600.00	
	Buyline Comment: 1/DAY											
	41	M-TH	3P-4P	DR PHIL	:30	\$175.00	10/29-11/01	3	1	3	\$525.00	

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	42	M-TH	1P-2P	TODAY SHOW 3	:30	\$325.00	10/29-11/01	3	1	3	\$975.00	
	43	M-TH	11A-12P	STUDIO 5	:30	\$325.00	10/29-11/01	3	1	3	\$975.00	
	44	M-TH	10A-11A	RACHEL RAY	:30	\$325.00	10/29-11/01	3	1	3	\$975.00	
	46	SU	12A-1230A	MORMON TIMES	:30	\$25.00	10/28-11/04	1	2	2	\$50.00	

---REPORT TOTALS---

Report Totals: 56 / \$24,340.00

---SALES MONTHLY TOTALS---

Oct 12: 2 / \$250.00 Nov 12: 54 / \$24,090.00
Sales Totals: 56 / \$24,340.00
Station Totals: 56 / \$24,340.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$121,700	CABL 0%	KJZZ 0%	KSL 20%	KSTU 0%	KTVX 0%
		KUCW 0%	KUTV 0%	NSL 0%	UNKN 80%	

Books null
Demos RA35+